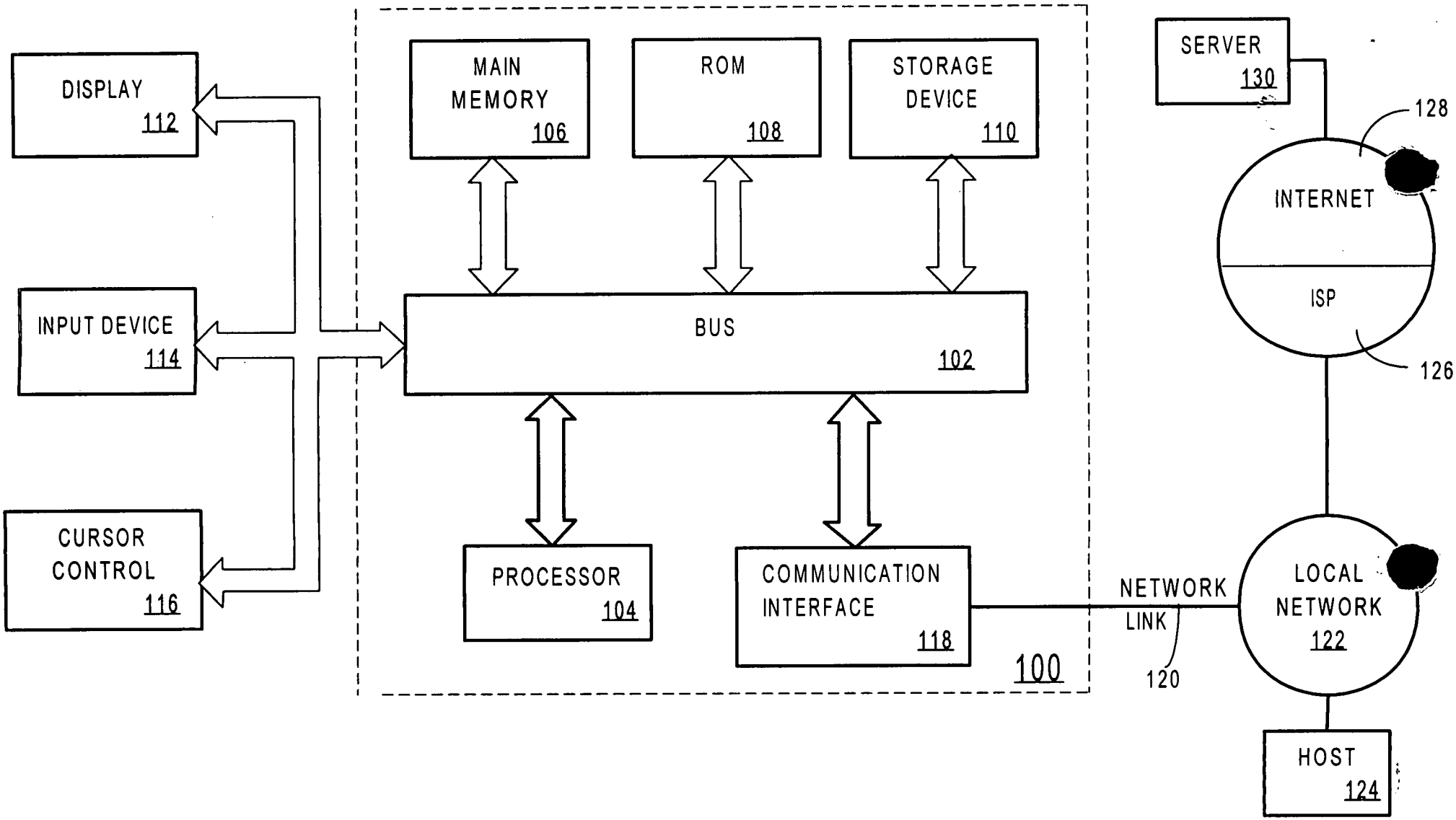
Figure 1


DISPLAY
112
INPUT DEVICE
114
CURSOR
CONTROL
116
MAIN
MEMORY
106
ROM
108
STORAGE
DEVICE
110
BUS
102
PROCESSOR
104
COMMUNICATION
INTERFACE
118
100
NETWORK
LINK
120
SERVER
130
128
INTERNET
ISP
126
LOCAL
NETWORK
122
HOST
124

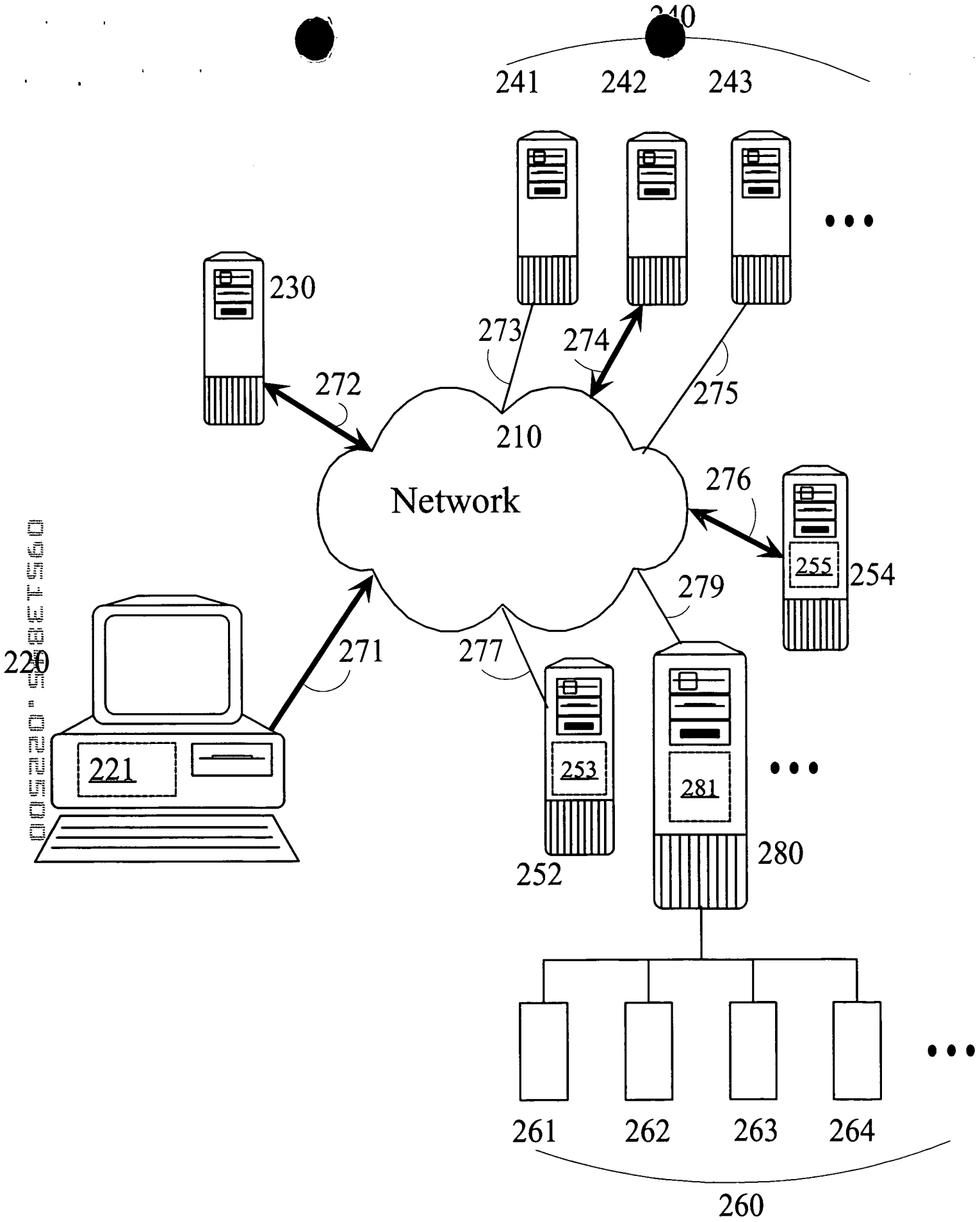

240
241
242
243
230
273
274
275
272
210
Network
276
255
254
279
271
277
220
221
253
281
280
252
261
262
263
264
260

Figure 2

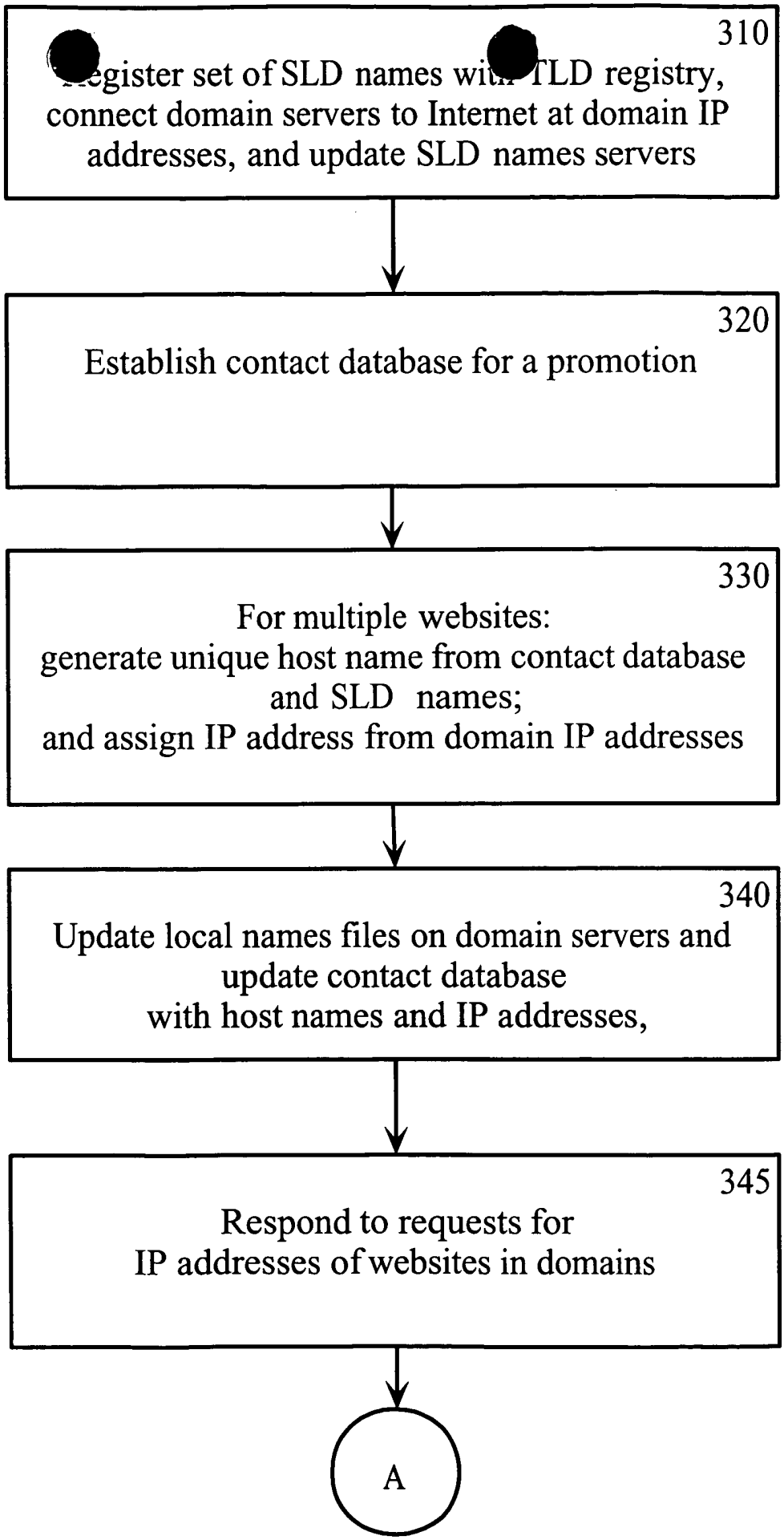

310
Register set of SLD names with TLD registry, connect domain servers to Internet at domain IP addresses, and update SLD names servers
320
Establish contact database for a promotion
330
For multiple websites:
generate unique host name from contact database and SLD names;
and assign IP address from domain IP addresses
340
Update local names files on domain servers and update contact database
with host names and IP addresses,
345
Respond to requests for
IP addresses of websites in domains
A

Figure 3A

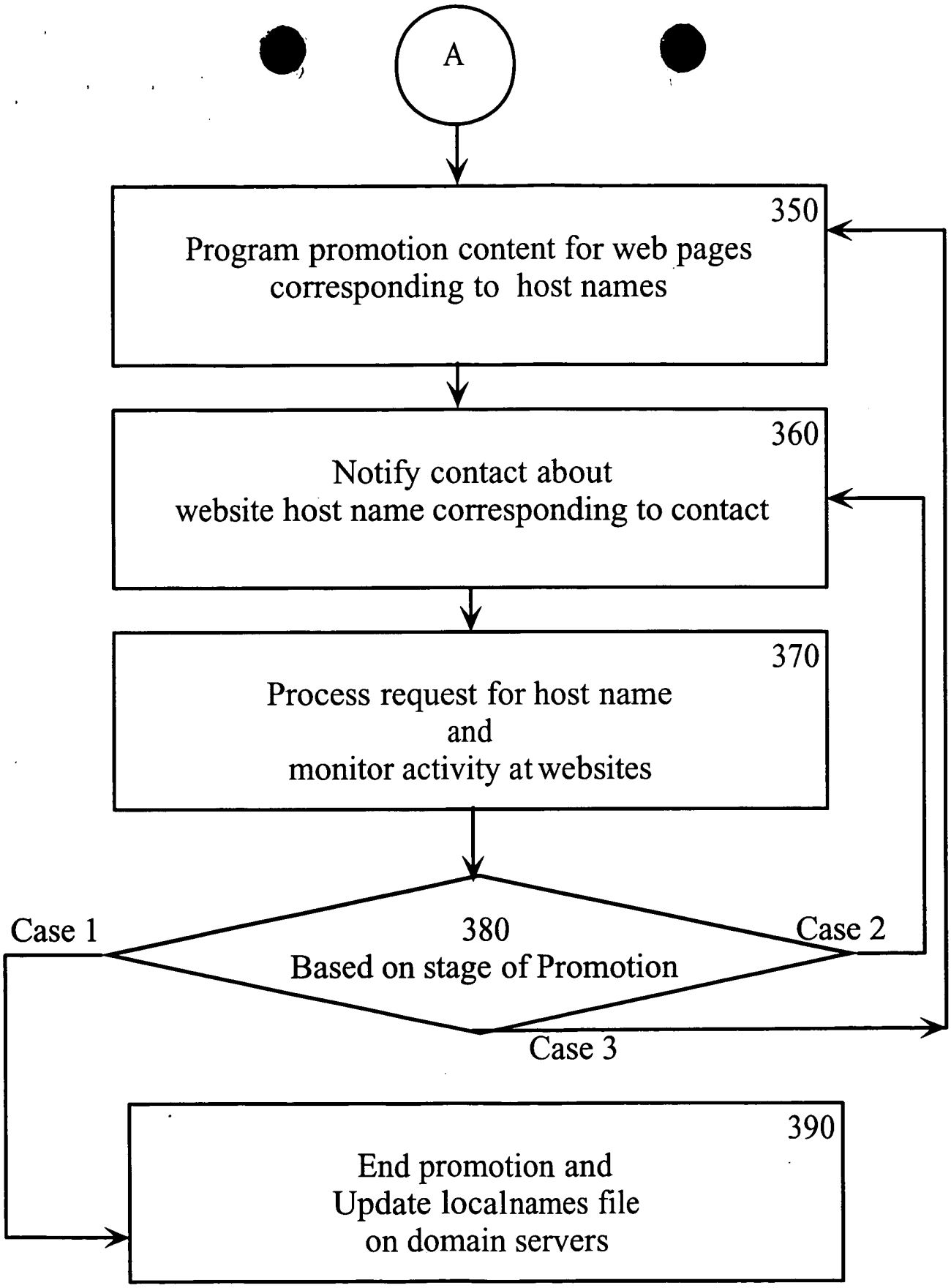

A
350
Program promotion content for web pages corresponding to host names
360
Notify contact about website host name corresponding to contact
370
Process request for host name and monitor activity at websites
380
Based on stage of Promotion
Case 1
Case 2
Case 3
390
End promotion and Update localnames file on domain servers

Figure 3B

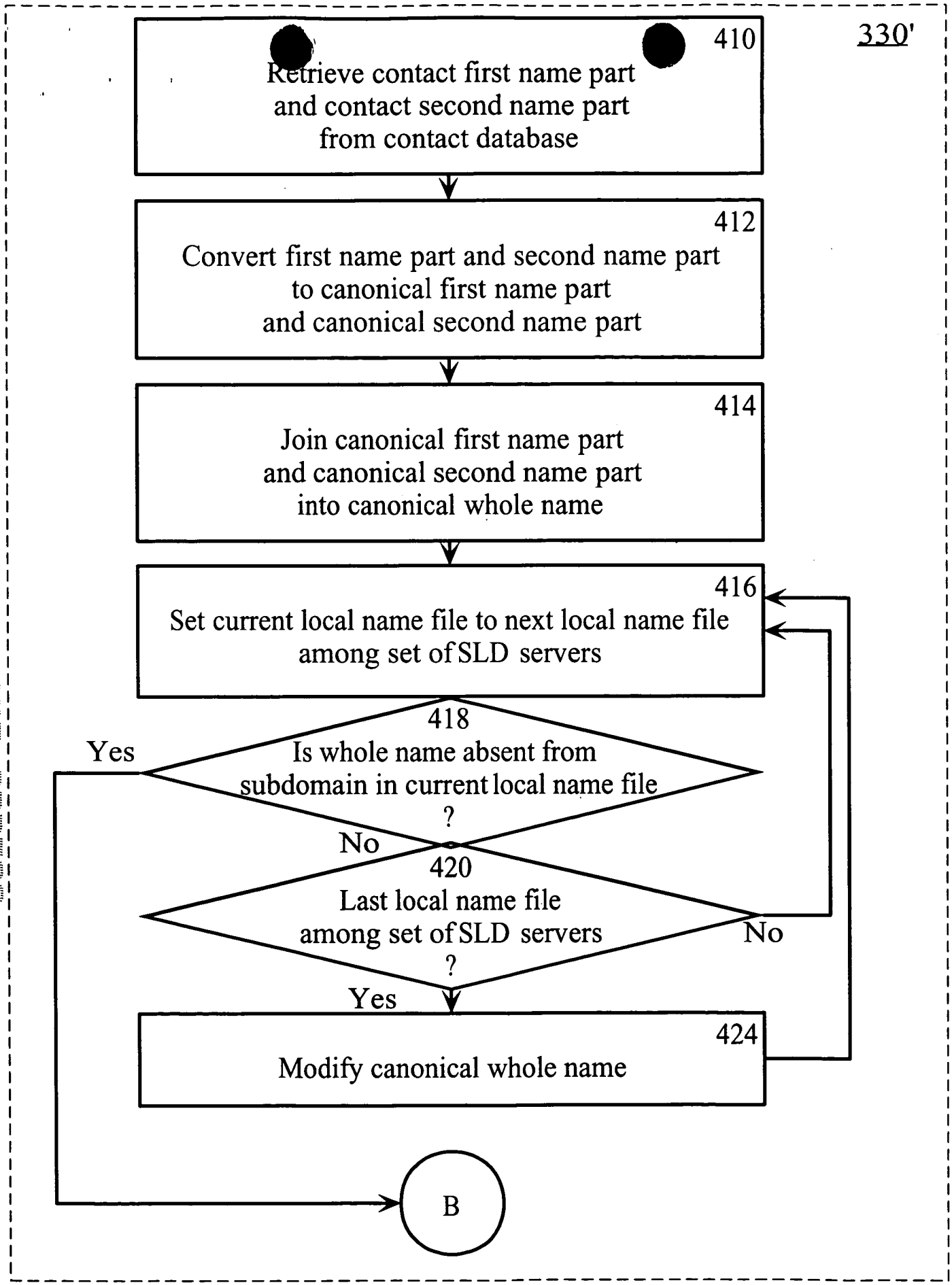

330'
410
Retrieve contact first name part and contact second name part from contact database
412
Convert first name part and second name part to canonical first name part and canonical second name part
414
Join canonical first name part and canonical second name part into canonical whole name
416
Set current local name file to next local name file among set of SLD servers
418
Is whole name absent from subdomain in current local name file ?
Yes
No
420
Last local name file among set of SLD servers ?
No
Yes
424
Modify canonical whole name
B

Figure 4A

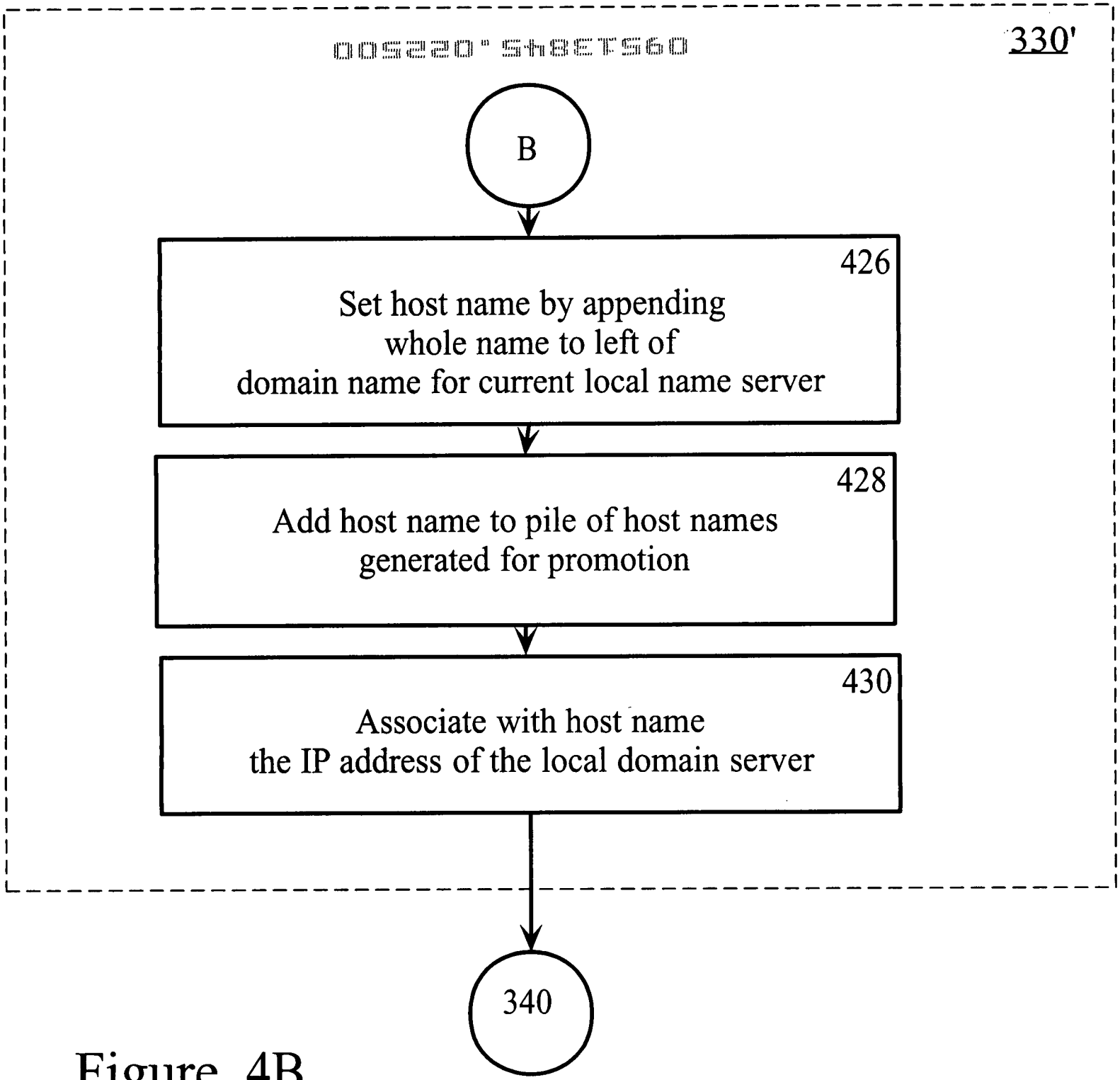

330'
B
426
Set host name by appending whole name to left of domain name for current local name server
428
Add host name to pile of host names generated for promotion
430
Associate with host name the IP address of the local domain server
340

Figure 4B

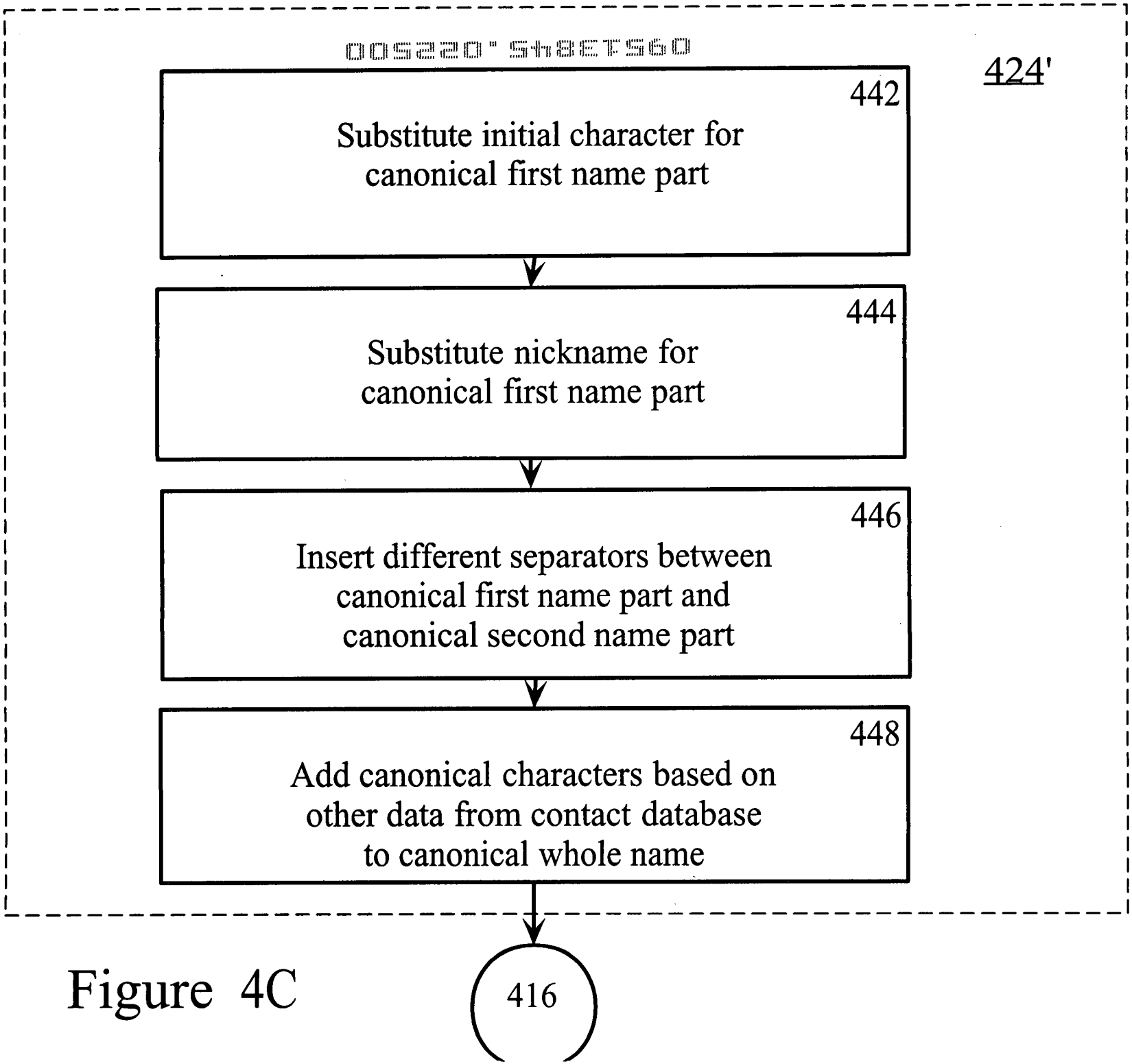
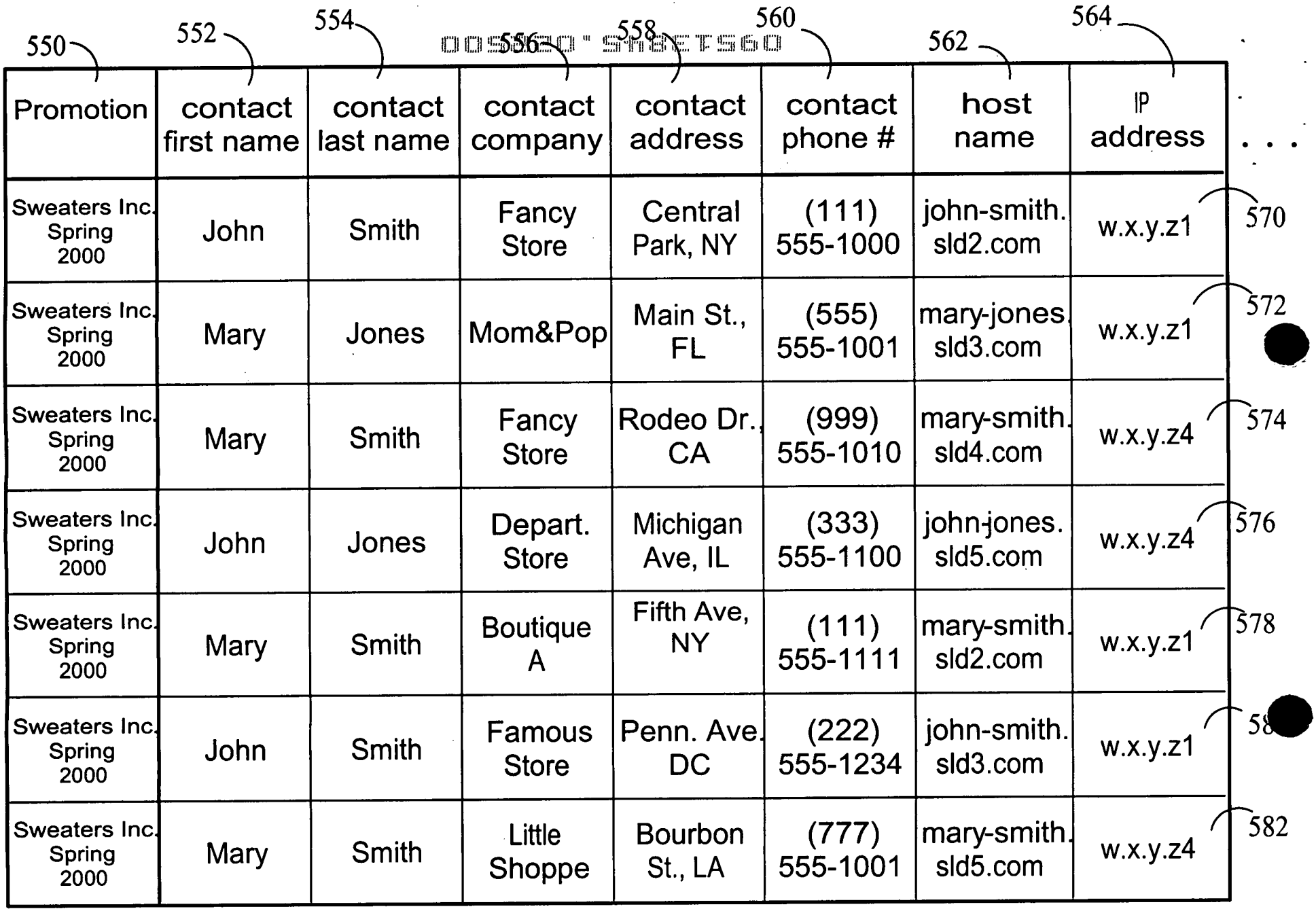

424'
442
Substitute initial character for canonical first name part
444
Substitute nickname for canonical first name part
446
Insert different separators between canonical first name part and canonical second name part
448
Add canonical characters based on other data from contact database to canonical whole name
416

Figure 4C



550 Promotion	552 contact first name	554 contact last name	556 contact company	558 contact address	560 contact phone #	562 host name	564 IP address	
Sweaters Inc. Spring 2000	John	Smith	Fancy Store	Central Park, NY	(111) 555-1000	john-smith.sld2.com	w.x.y.z1	570
Sweaters Inc. Spring 2000	Mary	Jones	Mom&Pop	Main St., FL	(555) 555-1001	mary-jones.sld3.com	w.x.y.z1	572
Sweaters Inc. Spring 2000	Mary	Smith	Fancy Store	Rodeo Dr., CA	(999) 555-1010	mary-smith.sld4.com	w.x.y.z4	574
Sweaters Inc. Spring 2000	John	Jones	Depart. Store	Michigan Ave, IL	(333) 555-1100	john-jones.sld5.com	w.x.y.z4	576
Sweaters Inc. Spring 2000	Mary	Smith	Boutique A	Fifth Ave, NY	(111) 555-1111	mary-smith.sld2.com	w.x.y.z1	578
Sweaters Inc. Spring 2000	John	Smith	Famous Store	Penn. Ave. DC	(222) 555-1234	john-smith.sld3.com	w.x.y.z1	58
Sweaters Inc. Spring 2000	Mary	Smith	Little Shoppe	Bourbon St., LA	(777) 555-1001	mary-smith.sld5.com	w.x.y.z4	582

Figure 5A

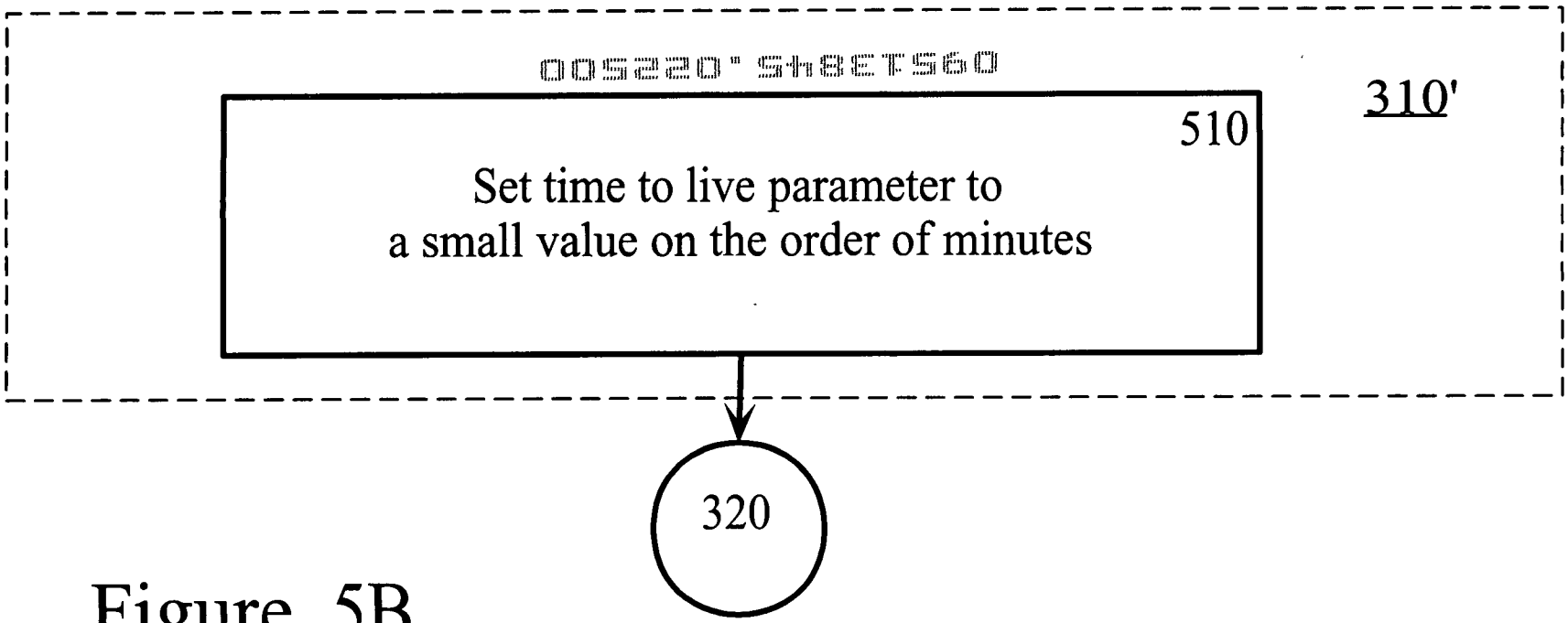


Figure 5B

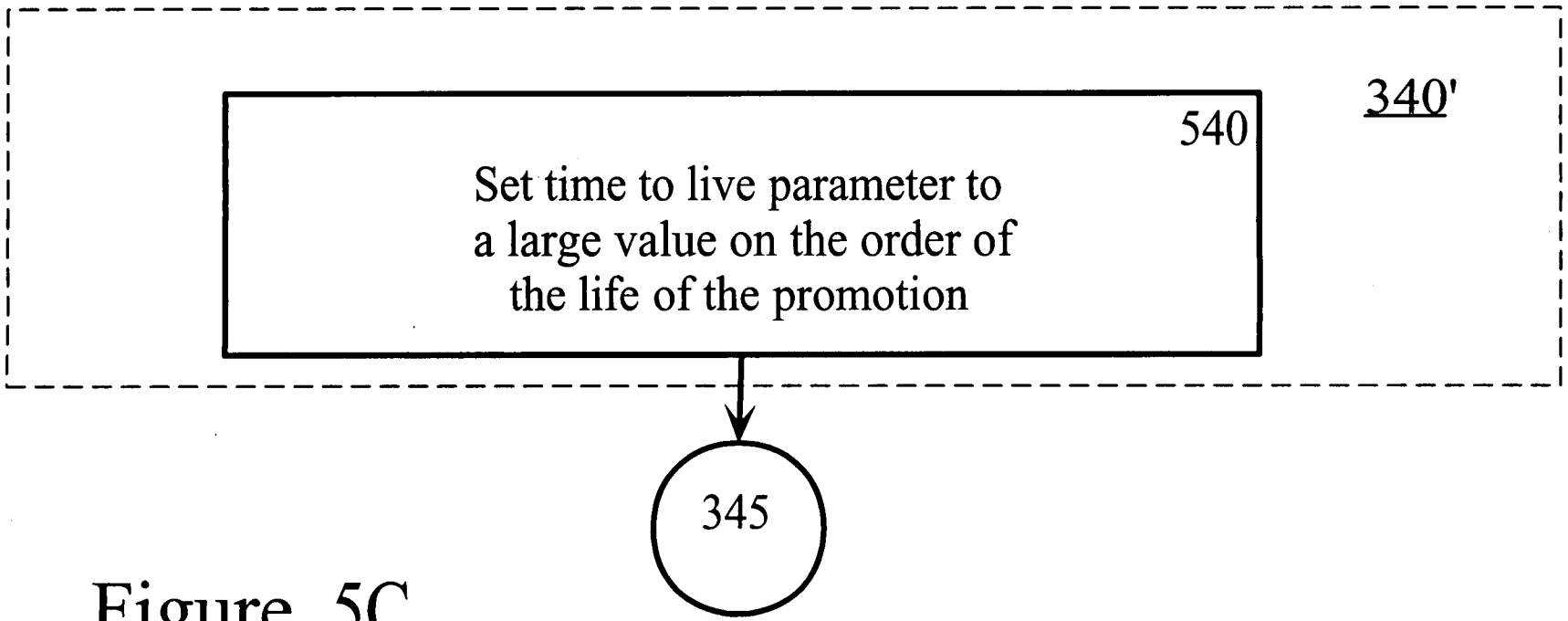


Figure 5C

Figure 6A

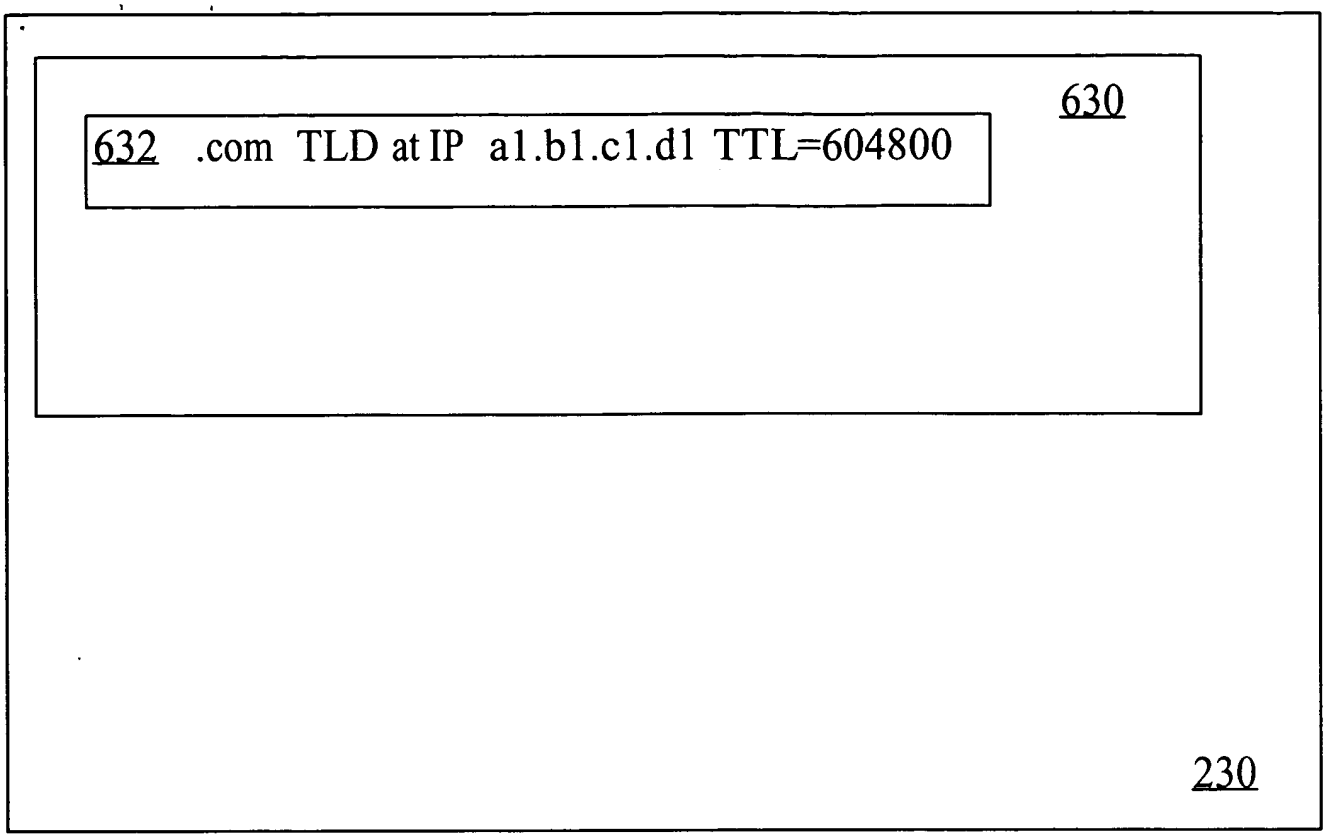


Figure 6B

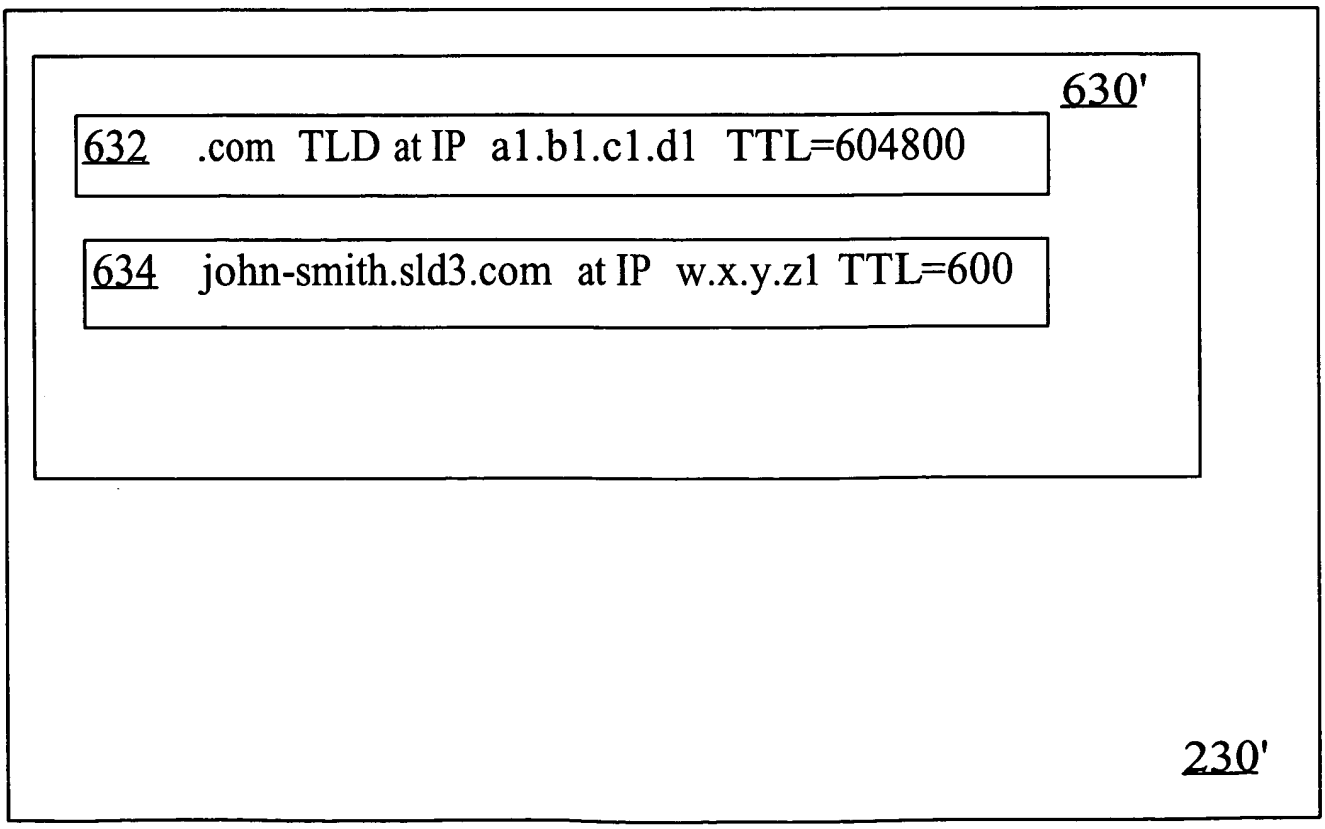


Figure 7A

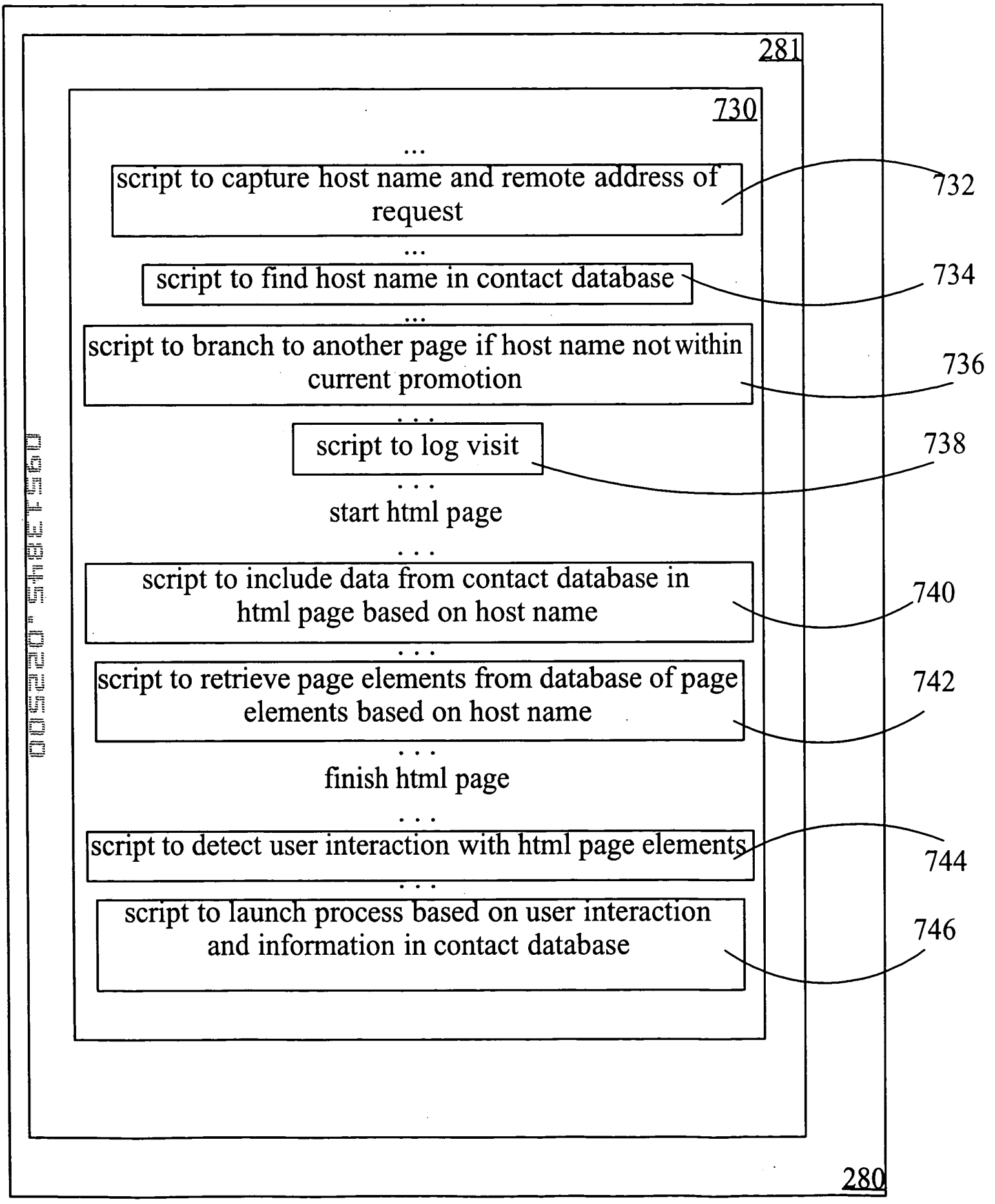
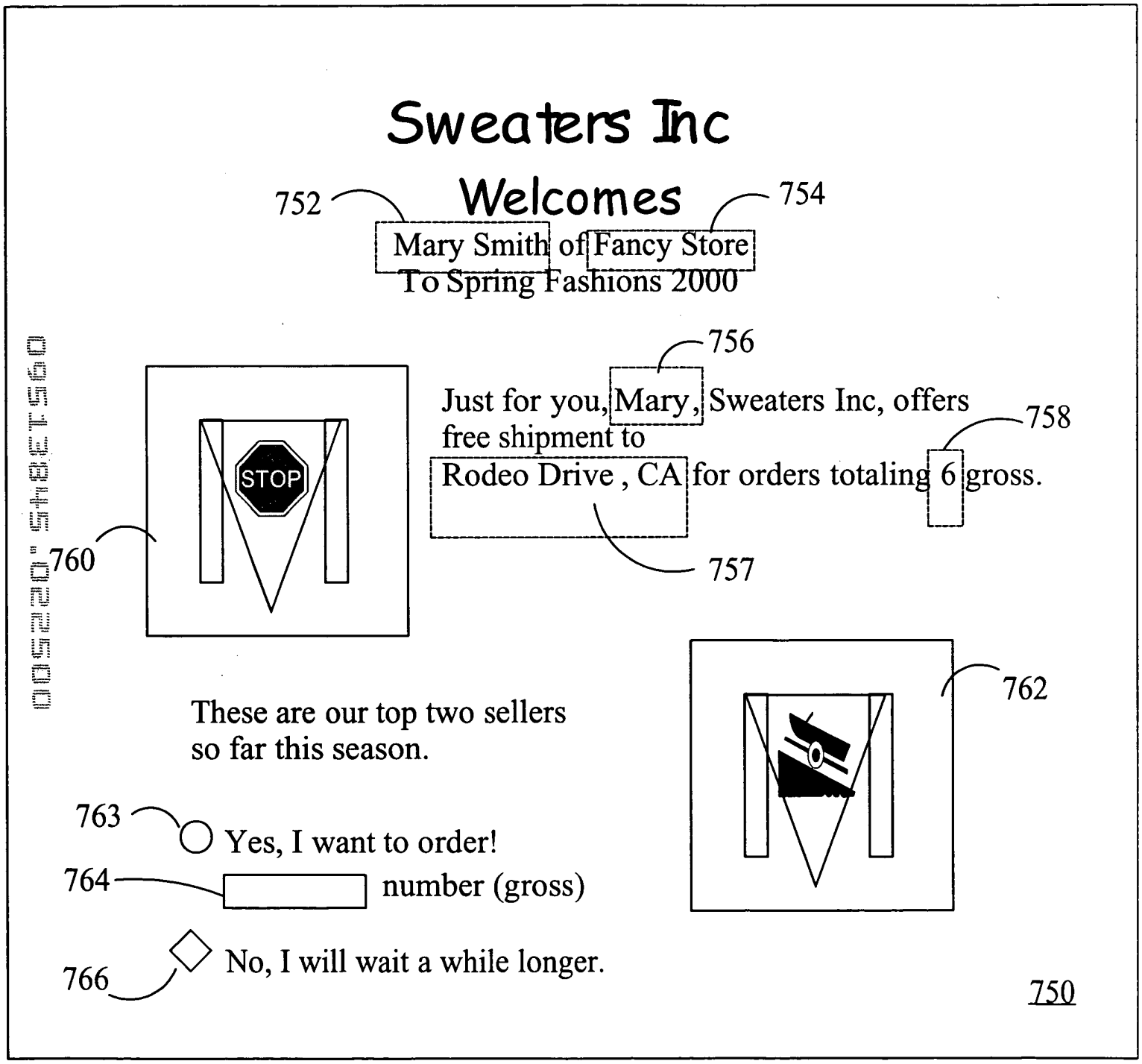

281
730
...
script to capture host name and remote address of request
732
...
script to find host name in contact database
734
...
script to branch to another page if host name not within current promotion
736
...
script to log visit
738
...
start html page
...
script to include data from contact database in html page based on host name
740
...
script to retrieve page elements from database of page elements based on host name
742
...
finish html page
...
script to detect user interaction with html page elements
744
...
script to launch process based on user interaction and information in contact database
746
Database of page elements
280

Figure 7B


Sweaters Inc
Welcomes
752
754
Mary Smith of Fancy Store
To Spring Fashions 2000
756
Just for you, Mary, Sweaters Inc, offers
free shipment to
758
Rodeo Drive , CA for orders totaling 6 gross.
757
760
STOP
762
These are our top two sellers
so far this season.
763
Yes, I want to order!
764
number (gross)
766
No, I will wait a while longer.
750

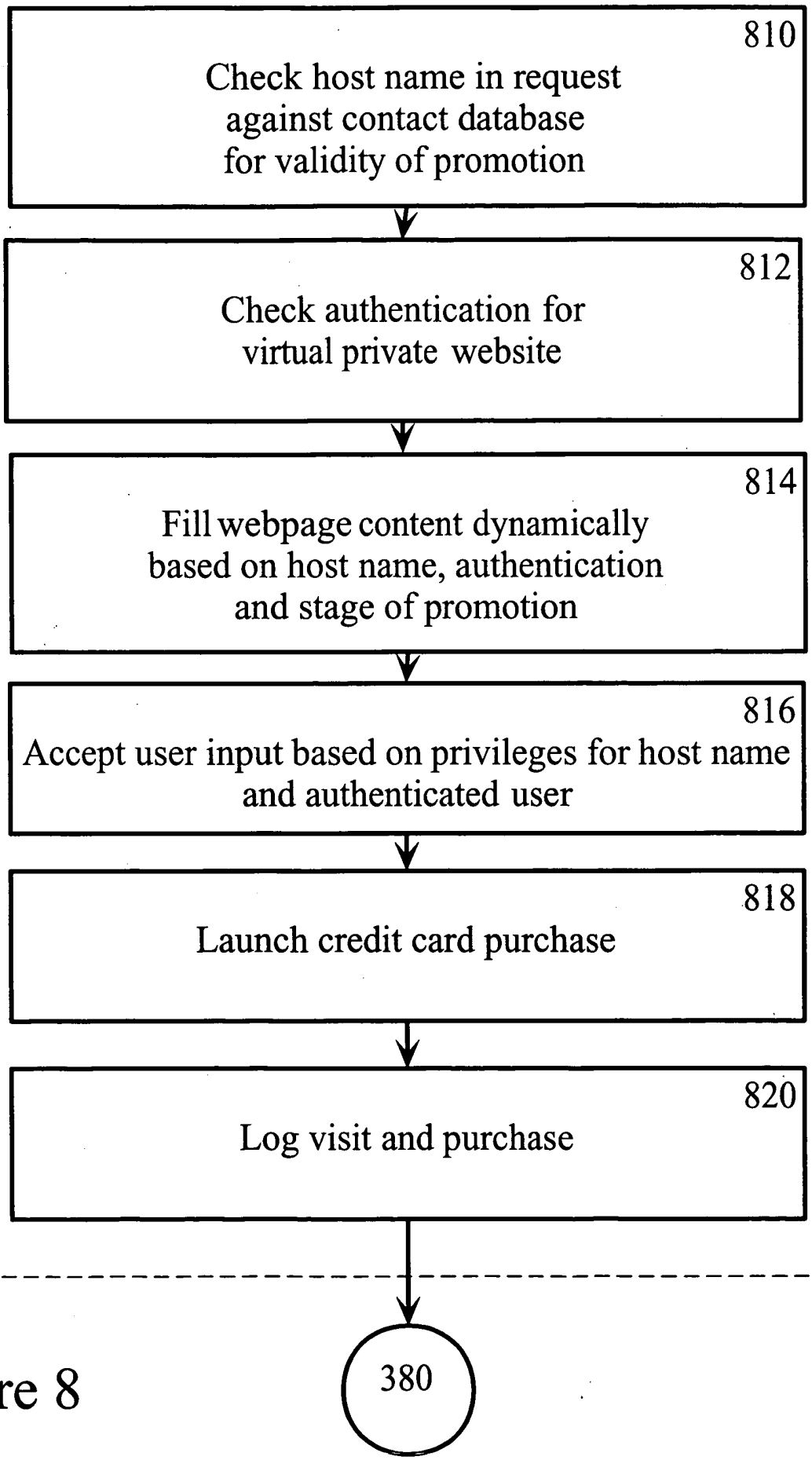


Figure 8

0954365.02500

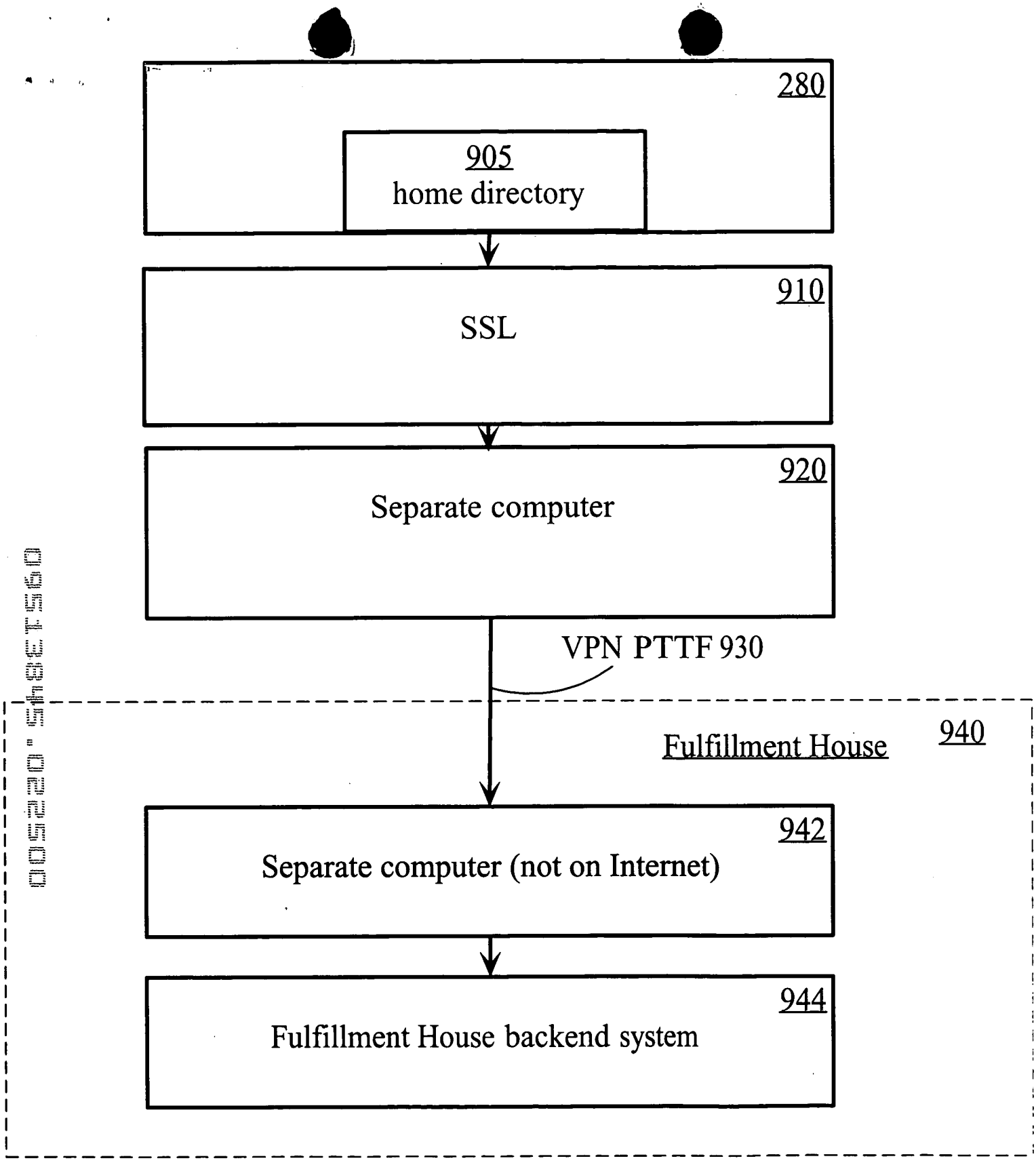

280
905
home directory
910
SSL
920
Separate computer
VPN PTTF 930
940
Fulfillment House
942
Separate computer (not on Internet)
944
Fulfillment House backend system

Figure 9

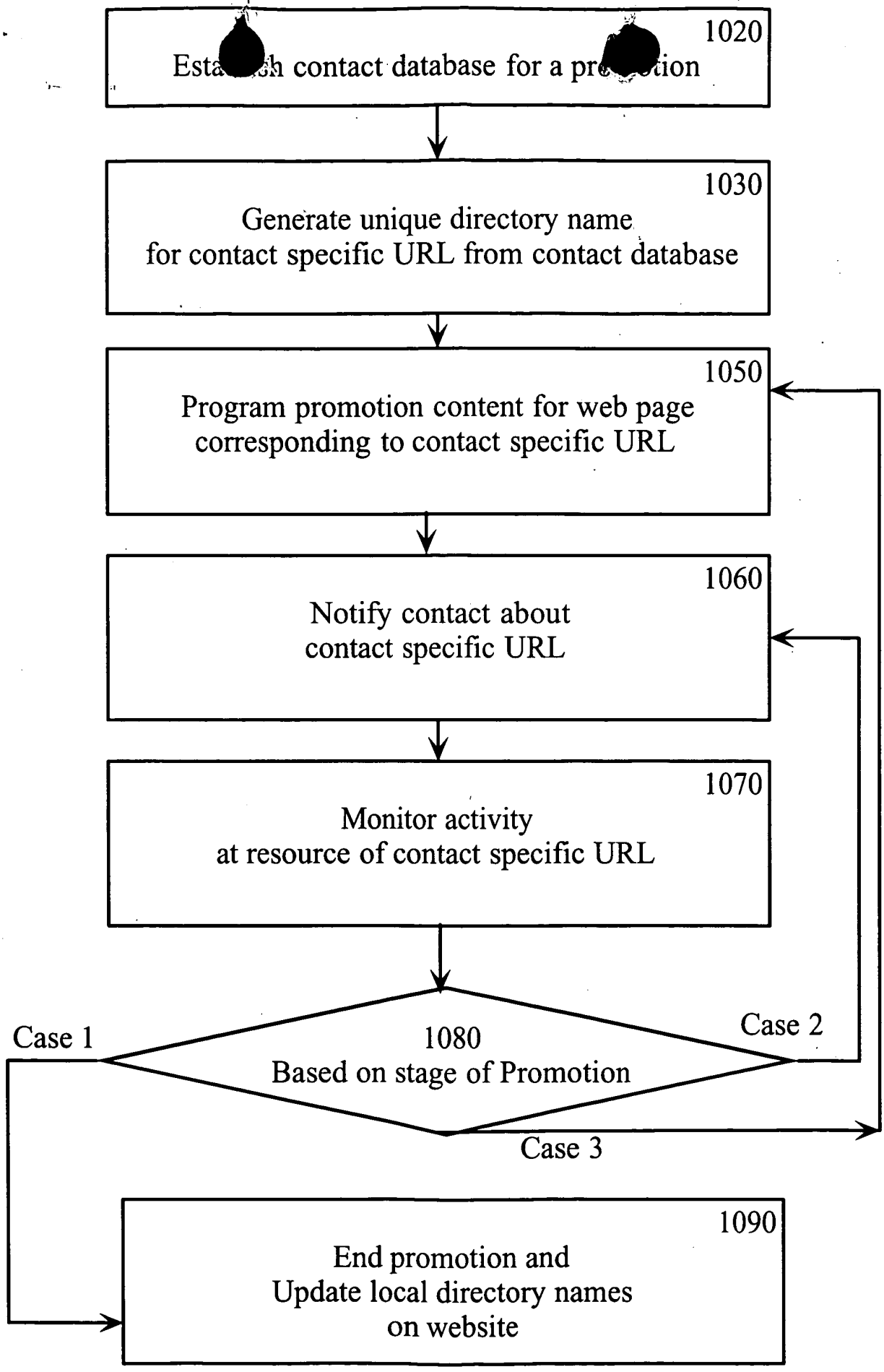

1020
Estab[redacted]h contact database for a pr[redacted]tion
1030
Generate unique directory name
for contact specific URL from contact database
1050
Program promotion content for web page
corresponding to contact specific URL
1060
Notify contact about
contact specific URL
1070
Monitor activity
at resource of contact specific URL
1080
Based on stage of Promotion
Case 1
Case 2
Case 3
1090
End promotion and
Update local directory names
on website

Figure 10